

About the Research

In North Dakota First Lady Mikey L. Hoeven's television ads encouraging parents to use their influence to prevent underage drinking, four significant statistics are quoted. The first three are from the 1999 Youth Risk Behavior Survey, administered by the North Dakota Department of Health, North Dakota Department of Public Instruction and the Center for Disease Control, a federal agency. The fourth statistic comes from research commissioned by Mrs. Hoeven's office to determine the most effective message for parents.

1. North Dakota ranks number one in the nation for underage drinking.
2. Approximately three out of four North Dakota teens who drink reported starting drinking before age 13.
3. Approximately half of North Dakota teens who drink reported binge drinking (defined as consuming five or more drinks in one session) at least once within the previous 30 days.
4. Only one parent of the 300 surveyed believed that their teen had engaged in binge drinking, again defined as consuming five or more drinks in one session.